

**ANNUAL PUBLIC FILE REPORT**  
**December 1, 2011 – November 30, 2012**

**KDEN-TV, Telemundo Denver**

1. List all full-time job vacancies filled by any station covered by this report during the past year:

Position	Date Filled
Production Specialist	5/1/2012
Production Specialist	9/20/2012

2. For each vacancy listed, attach to this report the relevant and completed Recruitment Source Data Form(s):

See Attached Recruitment Source Data Forms

3. In total, how many interviewees did the station interview for all the full-time job vacancies identified in response to Question 1?

Production Specialist – 7 interviews

4. In total, how many persons interviewed by the station for any of the above-listed job vacancies were referred to the station from each of the recruitment sources used by the station?

Note: All recruitment sources, including the on-air public service announcement, direct interested candidates to nbcunicareers.com.

Name of Recruitment Source	Total Number of Interviewees Referred During Year
Employee Referral	1
NBCUNICAREERS.com	6

5. Recruiting Methods:

- Online Recruitment: All positions are posted on NBCUniCareers.com and telemundodenver.com. Current openings are also available on TVJobs.com.
- Agency Outreach: KDEN sends a list of all Telemundo posted positions to the following agencies:
  - Colorado Broadcasters Association
  - Hispanic Chamber of Commerce of Metro Denver
  - Denver Business Journal
  - Society for Hispanic Human Resource Professionals
  - Colorado State
- Newspaper Ads: KDEN has run a job information advertisement in the Denver Post, which appeared on Sunday, November 19, 2012, along with a digital add on their web site which runs for an additional 30 days. The job ad invites all interested in employment with the station to visit [www.nbcunicareers.com](http://www.nbcunicareers.com) to search and apply for job availabilities.
- Television: Individuals interested in job opportunities with this employment unit are encouraged to contact the stations through on-air announcements on KDEN. These announcements include the phone number and website address where interested viewers can look for current open positions.
- Telephone Job Line: As indicated above, the Stations maintain and publicize a phone number that individuals interested in job opportunities with the Stations can call to receive recorded information about current open positions.

6. Please summarize the Stations' broad outreach initiatives during the past year. Please identify each initiative in which the Stations substantially participated; the date(s) of each initiative; the names and titles of the Station personnel who participated in each initiative; and a short summary of the nature and extent of the Stations' participation in each initiative.

- Diversity Job Fairs: KDEN Human Resources and Management personnel participated in several job fairs throughout the year:
  - Society for Hispanic Human Resource Professionals Opportunity Fair  
-- March 15, 2012 -- Adriana Muro, Creative Services Manager,  
KDEN-TV

- 34th Annual Journalism Opportunities Conference/2012 CCNMA: Latino Journalists of California, Journalism Opportunities Conference and Job Fair. Attended by Margie Reid-Garcia - HR Coordinator, Dionna Muldrow - Diversity & Campus Relations Specialist, Alma Padilla– Recruiter, on October 25-26, 2011.

- Local Community Participation/Outreach:

KDEN-TV continues to be deeply involved in its community of license and the surrounding area, which also extends KDEN-TV's outreach efforts. KDEN-TV has participated in the following community events.

- December 17, 2011 – Jugueton (Toy Drive). Participants: Andres Chaparro – Station Manager, Adriana Muro – Creative Services Manager, Maria Rozman – News Director) KDEN Telemundo media sponsor. KDEN Telemundo was present with a booth, spin wheel, premiums and the local news team to meet and greet event goers.
- March 6, 2012 – Curso de Inmigracion/Ciudadania/Participacion Civica – The Mi Familia Vota Education Fund, Oficina de Enlaces Multiculturales (multi-cultural office of Denver Public Schools) and Telemundo sponsored a 3-course class on immigration, citizenship and civic participation presented by the Law Office of Van Der Jagt. By participating in the classes, participants received a certificate for a free 30-minute consultation at the law firm. KDEN Telemundo participated as media sponsor.
- March 30, 2012 – Denver Auto Show “Charity Preview Party” – KDEN Telemundo Media Sponsor. Participants: Andres Chaparro – Station Manager, Adriana Muro – Creative Services Manager, Nora Grisanti, Office Manager. KDEN Telemundo produced a 30-minute show to inform viewers of all activities and vehicles they could expect to see at the Denver Auto Show. Aired the show on the first day the Auto Show opened to the public.
- March 10, 2012 – American Diabetes Association Expo. Participants: Andres Chaparro – Station Manager, Adriana Muro – Creative Services Manager, Maria Rozman – News Director, Nora Grisanti – Office Manager. KDEN Telemundo Exclusive Media Sponsor. KDEN Telemundo was present with a booth, spin wheel and premiums for event goers. The local news team was also present to meet and greet event-goers.
- March 17, 2012 – St. Patrick's Day Parade. Participants: Adriana Muro – Creative Services Manager, Maria Rozman – News Director.

- KDEN Telemundo media sponsor and local news team walked throughout the parade passing out candy to event goers.
- May 5, 2012 – Longmont Celebrates Cinco de Mayo Event. Participants: Adriana Muro – Creative Services Manager, Andres Chaparro – Station Manager. KDEN Telemundo first year media sponsor. KDEN Telemundo was present with a booth, spin wheel, premiums and the local news team to meet and greet.
- May 20<sup>th</sup>, 2012 – Centro San Juan Diego “8<sup>th</sup> Annual Las Madrinas Tribute” – Participants: Adriana Muro – Creative Services Manager. KDEN Telemundo Exclusive Media Sponsor
- June 9<sup>th</sup> – 10<sup>th</sup> 2012 – Puerto Rican Festival - KDEN Telemundo Media Sponsor. Two-day outdoor festival. KDEN Telemundo was present with an activation that included: a booth, table, spin-wheel and Telemundo premiums.
- June 16<sup>th</sup> – 17<sup>th</sup> 2012 – Iglesia de la Asuncion “Bazaar Asuncion” - Two-day outdoor festival. KDEN Telemundo was present with an activation that included: a booth, table, spin-wheel and Telemundo premiums. Telemundo News team present signing autographs.
- July 22, 2012 - Colombian Independence Festival - KDEN Telemundo Media Sponsor. One-day outdoor festival. Participants: Adriana Muro – Creative Services Manager, Andres Chaparro – Station Manager. KDEN Telemundo was present with an activation that included: a booth, table, spin-wheel and Telemundo premiums.
- July 8, 2012 – Quinceañera Expo – Beto’s Hair Studio. A Quinceañera resource and information expo. KDEN Telemundo Media Sponsor.
- July 13, 2012 – Lowry Family Center Golf Tournament. Participants: Nora Grisanti – Office Manager, Adriana Muro – Creative Services Manager, Abel Corral – Sales Account Manager, Andres Chaparro – Station Manager. Fundraiser for the Lowry Family Center. KDEN Telemundo Media Sponsor. Telemundo staff formed a foursome team to play in the tournament and sponsored hole #3.
- July 23, 2012 – 4<sup>th</sup> Annual Rocky Mountain Indian Chamber of Commerce Golf Scramble. Scholarships fundraiser. KDEN Telemundo Media Sponsor. KDEN Telemundo sales team present welcoming guests.
- June 23, 2012 - Wine, Women and Shoes Event Benefiting Child Advocates – Denver CASA. Participants: Adriana Muro – Creative

Services Manager, Nora Grisanti – Office Manager. KDEN Telemundo media sponsor.

- August 26, 2012 - Festival Centroamericano – KDEN Telemundo Media Sponsor. Participants: Adriana Muro – Creative Services Manager. One-day outdoor festival KDEN Telemundo was present with an activation that included: a booth, table, spin-wheel and Telemundo premiums.
- August 25, 2012 – Servicios La Raza “Friendraiser Cookout” – One-day outdoor festival. KDEN Telemundo Media Sponsor. La Raza organization raises funds for community projects. KDEN Telemundo street team was present with an activation that included: a booth, table, spin-wheel and Telemundo premiums.
- September 16, 2012 – El Grito 5K Run/Walk. This organization raises funds for scholarships for graduating high school seniors pursuing continued education who show a demonstrated involvement in cross-country or track. KDEN Telemundo is a media sponsor.
- October 4<sup>th</sup> – 7<sup>th</sup>, 2012 - Colorado Fashion Week. KDEN Telemundo media sponsor. KDEN Telemundo supported this event as a media sponsor and promoting “Colorado Fashion Week Latin Night”
- October 7, 2012 – Susan G. Komen Breast Cancer Race for the Cure. Media Sponsor. KDEN Telemundo was present with a booth and premiums as well as a team to participate in the family walk.
- October 21, 2012 - Fashion for a Cause. KDEN Telemundo media sponsor. Fashion for a cause raises funds to help patients recovering from cáncer.
- October 1<sup>st</sup> – 12<sup>th</sup> Mexican Consulate in Denver and American Diabetes Association “Binational Health Week” – Two-week health fair. KDEN Telemundo Media Sponsor. Aired a two-week community calendar informing viewers of the location, dates, times and contact information for the health fair. KDEN Telemundo News team provided media coverage and invited viewers to attend the health fair.
- October 20, 2012 – American Diabetes Association “ADA Walk” – KDEN Telemundo Exclusive Media Sponsor. KDEN Telemundo was present with a booth, and premiums as well as a team to participate in the family walk. KDEN Telemundo news team provided media coverage and invited viewers to participate.
- November 3<sup>rd</sup> and 4<sup>th</sup>, 2012 – Feria de Salud de 9Health Fair. KDEN Telemundo media sponsor. Two-day health fair, KDEN Telemundo was

present with an activation that included a booth, table, spin-wheel and Telemundo premiums. KDEN Telemundo news team provided media coverage and invited viewers to attend the fair.

- November 22, 2012 – Mile High United Way Turkey Trot. Media Sponsor. KDEN Telemundo team members participated in the family walk.

#### Internal Skills Enhancement Programs

Employees of the station are provided with training and development opportunities designed to enhance their ability to assume positions of greater responsibility. Various programs are provided via external vendors and internal NBCUniversal-sponsored programs. Station employees participated in the following development/leadership skills courses:

- CPR and AED Heart Saver Training held for KDEN-TV employees on 9/25/2012.
- Life Care Training – Lunch and Learn Webinar – Training Title: Managing Work and Life on October 3, 2012.
- Paradigm Sales Team Training November 13<sup>th</sup> – 15<sup>th</sup> in Dallas, Texas. This training was held specifically for KDEN's local sales team.

NBCUniversal's diverse employee population is reflected in our affinity groups. These voluntary organizations focus on the professional development of their members by creating opportunities for coaching, mentoring and networking with employees and senior management. In addition, they are a major force in driving recruitment and retention of top talent in the organization. Participation in these groups is open to all employees. Established affinity groups at NBCUniversal, APA@NBCUniversal, BPA@NBCUniversal, Out@NBCUniversal, The NBCUniversal PWD (People with Disabilities), Unidos@NBCUniversal, Veterans Network, The Women's Network @ NBCUniversal (WNN) and others, provide professional networking and skill development courses to employees.

In addition, online courses on a variety of topics are available to all employees. Courses include: Crucial Conversations, Effective Coaching Skills, Feedback with Impact, DiSC Behavioral Styles at Work, Executive Presentation Skills, Influencing Skills, Presentation Skills, Storytelling, Business Writing, Effective Meetings, Hiring the Right People, Project Management, Time Management, Time Management to Achieving Your Highest Priorities Using Microsoft Office, What's New in Office 2010, Excel 202: Fundamentals 2010, Excel 203: Intermediate 2010, Excel & Power Point 204: Charting & Drawing, Excel 205: Functions Only, Excel 206: Advanced 2010, PowerPoint 202: Fundamentals 2010, and PowerPoint 203: Advanced.

### EEO/Human Resources Training Program

KDEN regularly offers training to employees addressing methods of ensuring equal employment opportunities and preventing discrimination. During the reporting period, these programs have included Annual Integrity Training and Comcast Corporation Code of Conduct, a course encompassing issues related to integrity, Solutions Program training, Compliance Standards and Environmental Health and Safety training.

### Internship Program

As in previous years, KDEN-TV summer internship program offers our interns real world experience while becoming familiar with NBCU's organization and work style. We provide college students with the opportunity to showcase their many talents and allow KDEN to identify high potential talent for future staff hiring as well as YOH associate employees. During the 2012 summer session, we had 2 students participate.

KDEN looks for students who are committed to a career in media/broadcasting through experiences in their major studies, college clubs/organizations, prior media based internships or prior media work experience. Grade point average, community service, and leadership experience are also an important part of the total assessment of student applicants. KDEN works closely with local colleges and universities to build an active internship training program. The program is offered during the Summer semester and is designed to accommodate a student's school schedule. Students receive college credit. Each internship period usually lasts two to three months.

## JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Production Specialist

Date Job Filled: 05-01-2012

Recruitment Source  
That Referred  
Ultimate Hire: Employee Referral

Total # of interviewees: 5

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/email	Has this Source Requested Notices?
NBCUNICAREERS.COM	nbcuni.careers.com	JC Delgado	JuanCarlos.Delgado@nbcuni.com	No
Employee Referral	n/a	Elizabeth Rosales	Elizabeth.Rosales@nbcuni.com	No



## JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Production Specialist

Date Job Filled: 09-20-2012

Recruitment Source  
That Referred  
Ultimate Hire: nbcunicareers.com

Total # of interviewees: 2

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/email	Has this Source Requested Notices?
NBCUNICAREERS.COM	nbcuni.careers.com	JC Delgado	JuanCarlos.Delgado@nbcuni.com	No